

Labour Market Information

Labour market information is information about the jobs, employers, and workforce in a given region. Knowing this information can give you an advantage in the labour market because:

- You can research which sectors of work are growing and what jobs are in demand. You can use this information to direct your job search to jobs that are more likely going to be in demand, increasing your chances of finding employment. If you start this research early, you can begin to learn about where you would fit in different sectors, expanding the number of positions available to you.
- You can find what the low, median, and high salaries are for any occupation in any region. This will help you with negotiating salaries and determining how much you can make in a given occupation.
- You can learn the education, qualifications, and skills that employers want in the people that they hire. You can use this information to gain relevant skills and knowledge that you can show employers when looking for a job. You can then seek out experiences that will allow you to develop these skills and knowledge and demonstrate them to employers.
- You can find out which employers are hiring, which can help you to target employers who may be interested in your talents when you are looking for a job.

How to find labour market information

Online (please note that this resource list is not exhaustive)

Use Google!

- Google is an awesome way to find information quickly and to get you started on a search. Have a question about where your qualifications could lead? Google it. Want to know what type of education is required for a specific career? Google. Want to know the top skills employers are looking for? Google, Google, Google!

Job Bank jobbank.gc.ca www.jobbank.gc.ca

- Salary expectations: <https://www.jobbank.gc.ca/explorecareers.do?selectExploreCareerBy=ec-wages>
- Outlook: <https://www.jobbank.gc.ca/explorecareers.do?selectExploreCareerBy=ec-outlook>
- Job market trends and news: https://www.jobbank.gc.ca/LMI_bulletin.do
- Explore careers by skills and knowledge: https://www.jobbank.gc.ca/report_skillknowledge-eng.do?action=search_form
- Explore by fields of study: <https://www.jobbank.gc.ca/careertool>

Workforce Development Boards. For Ontario: www.workforceplanningontario.ca

- For Windsor-Essex: www.workforcewindsor.essex.com

Ministry of Advanced Education and Skills Development:

- Job Trends and Outlook: <https://www.ontario.ca/page/job-trends-and-outlook>
 - Learn about the job outlook, salaries, what industries hire, etc. for a specific occupation using the “Search occupations” function
 - Read monthly Ontario labour market reports to learn about some of the provincial labour market trends.
- Ontario Skills Passport: <http://www.skills.edu.gov.on.ca/OSP2Web/TCU/Welcome.xhtml>.
 - Assess your own skills, see what skills are required for various occupations, and learn how your skills may be classified.

Leddy Library Information: <http://leddy.uwindsor.ca/business-administration> .

- Explore the various tools for finding business information, statistics, and trends at this link.
- Check out **Mergent Intellect** for business information <http://led.uwindsor.ca/mergent-intellect> .
 - To learn more about how to use this tool, take a look at our Mergent Intellect tip sheet.

Networking

By networking with people, you can learn a lot about what is happening in the labour market. Your network may be aware of job opportunities and ways you can prepare yourself for these opportunities. Sometimes, networking can provide you with industry insight that you would not otherwise get from other research methods, plus, it can help increase your chances of finding a job in the future (an estimated 70-80% of un-filled jobs are not advertised online!).

- Use LinkedIn (www.linkedin.com) to find people who work in the sectors and careers that interest you. Creep many different profiles of professionals in your field of interest and pay attention to the skills and achievements they highlight in their profiles – those are likely important skills and knowledge areas to develop in order to become competitive in those careers. Take note of how they developed these skills and what jobs and experiences they have obtained to get to where they are now.
- If you are unsure about what will help you to get hired, the most reliable place to learn about it is through the people who are doing the hiring themselves – employers and human resource professionals. Reach out to them to request a fast **informational interview** to ask them questions about their fields, the trends happening in their fields, and what you will need to be successful in those sectors.
- Check out these sites for some potential networking events in Windsor:
 - WETech Alliance Networking Events: <http://www.wetech-alliance.com/what-we-do/networking-events/>
 - Windsor-Essex Regional Chamber of Commerce: <http://www.windsorchamber.org/event/networking-sponsorship/>
 - Young Professionals Windsor: <http://ypwindsor.com/>
 - Small Business Centre Events: <http://www.windsorsexsmallbusiness.com/events>
 - Meetup: <https://www.meetup.com/>
 - Google, “networking events in Windsor, Ontario”

News

You can learn a lot about what is happening with various employers, wages, and job policies by keeping up with the news. You can also follow these news sources on social media to stay updated fast. Some recommended news sources for keeping track of the labour market:

- Ontario News Room: www.news.ontario.ca. You can sign up to receive emails about labour market news.
- Globe and Mail Business/Careers: www.theglobeandmail.com/report-on-business/
- Your local paper (such as The Windsor Star, AM800, or CBC Windsor) will often include information about business openings and closings, mass hires and lay offs, trends in employment, and future predictions.

Job postings

Examining job postings is a fantastic way to determine:

- What skills, experiences, and credentials employers want in the people they hire. Even if you are not currently looking for a job, by examining job postings now, you will have a better idea of what skills and knowledge you need to work on and you will have an idea of where you fit in to the labour market.
- What employers are hiring. If you have an understanding of what employers are hiring, it will help you when you search for a job because you will know which employers to target.
- Changing employment trends. Looking at job postings way before you start your job search can help you to understand how the jobs you are interested in are changing. What new skills or technologies are now required? Are there any new experiences that employers are looking for? Having this knowledge will make you more marketable as you will be able to articulate these changes to employers, demonstrating your knowledge of the positions. This may also help you to predict how jobs will change in the future, which can also give you an advantage when preparing for your career.
- Some job posting sites:
 - mySuccess: <https://success.uwindsor.ca>
 - Indeed: www.indeed.ca
 - Job Bank: www.jobbank.gc.ca
 - Eluta: www.eluta.ca
 - Google (search for jobs in your area)

Gathering labour market information for your career

What potential occupations (or job titles) am I considering?

What is the outlook (the expectation for the future) for the occupations in the locations I am looking at?

- ☐ Good - it should be somewhat easy for me to find a job
- ☐ Fair - it may be easy or difficult for me to find a job
- ☐ Poor - it should be somewhat difficult for me to find a job

Is there any labour market news, or information I have learned from my network, which could affect this career?

Other information about this occupation:

Average salary range (remember that salaries change in different locations)	
Typical work conditions	
Similar jobs I would like	
Advancement opportunities	

What skills, knowledge, and experiences do I already have that will benefit me in this occupation?

Experiences/education I need

[illegible]

Skills I need

What skills are employers looking for in this occupation?	What experiences that can help me develop these skills?	What steps do I need to take to gain these experiences?

Networking

Who in my network can act as a contact or provide relevant information or contacts (remember to use resources such as LinkedIn to expand your network)

What employers can I begin to research that I would be interested in working for? *(See Mergent Intellect tip sheet to learn how to find employers in your field)*

What networking activities (such as informational interviews, reaching out via LinkedIn, conferences, etc.) can I do to help prepare me for this occupation?